

1955

15th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR

TRAFALGAR 9-2343

File copy
5/9/55

january							july						
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8 EAST 77th STREET
NEW YORK 21, N. Y.

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NEW YORK 21, N. Y.

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING SUNDAY, MAY 8, 1955</u>			
May 8	MOTHER'S DAY. Theme: "Remember Mother, She Never Forgets."		
Monday May 9 10:00 A.M. Breakfast	PREVIEW: SUMMER BOUTIQUE COLLECTION Gimbels will invite the press to preview their Summer collection of sportswear, dresses and accessories. By invitation only. Publicity: Margot Infantino, LO. 5-1500, Ext. 600.	GIMBELS	3RD FLOOR SPECIALTY CORNER
Monday May 9 12:30 P.M.; 6:00 P.M.	SHOWING OF COTTONS BY KAY WINDSOR Saks 34th will present Summer cottons by Kay Windsor. Press invited. Open to public. Publicity: Frances Eisner, LA. 4-7000.	SAKS 34TH STREET	4TH FLOOR SUIT DEPT.
Monday May 9 2:30 P.M.	SUMMER FASHIONS BY SUZY PERETTE Russeks' presentation of Summer fashions by Suzy Perette. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	3RD FLOOR
Monday May 9- May 14	ANNUAL NATIONAL COTTON WEEK Theme: "Now Is The Time To Pick Cotton"--25th Annual National Cotton Week. Contact: Richard Alexander or Margot Herzog, WO. 4-2521.	NATIONAL COTTON COUNCIL (40 WORTH STREET)	THROUGHOUT THE COUNTRY
Tuesday May 10 9:00 A.M. Breakfast	PREVIEW OF GIRLS' DRESSES FOR FALL Fall collection of back-to-school "Marjory Daw" dresses for girls, designed by Gertrude Schenk. By invitation. Publ: Mildred Kaldor, MU. 9-5420.	SCHLIEFFER-DUDKIN, INC. (520 EIGHTH AVENUE)	1407 CLUB 1407 BROADWAY
Beginning Tuesday May 10 2:30 P.M.	OPENING OF FALL COAT COLLECTION Showing of Sportleigh's Fall coat collection each Tuesday at 2:30 P.M. Contact: LO. 4-7832.	SPORTLEIGH	533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday May 10 4:00 P.M.- 6:00 P.M.	PRIVATE PREVIEW OF MEN'S FASHIONS DuPont will have a private preview of man-made fibers in Fall and Winter fashions for men. Strictly by invitation. Contact: Mr. H.C. Freeman, Jr., at DuPont, Wilmington, Delaware.	E.I. DuPONT DE NEMOURS & CO.	HOTEL BILTMORE ROOM 110
May 10- May 12	TWENTIETH ANNUAL CONVENTION OF TOILET GOODS ASS'N AT WALDORF-ASTORIA. Contact: Toilet Goods Ass'n, 9 Rockefeller Plaza, CO. 5-5443.		
Wednesday May 11 11:00 A.M.	PRESS PREVIEW: FALL FABRICS AND SWEATERS Fall and Winter woollens from the Lesur collection; and sweaters by Korrigan Lesur. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	LESUR, INC.	580 FIFTH AVENUE SHOWROOM - 7TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday May 11 12:00 Noon Luncheon	CHILDREN'S FASHION & HOME FURNISHINGS SHOW Subject: "Seven New Prospects Are Born Every Minute". Speaker: Mrs. Frances Corey, Sr. Vice-Pres., Advertising & Sales Promotion at R.H. Macy. Fashion Show Commentator: Mrs. Beryl Tucker, Parents' Magazine. Chairmen: Home Furnishings: Jane Scriven and Margaret Hockaday; Children's: Nancy White. Prices: \$6.00, members; \$7.50, guests. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7872.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON ASTOR GRAND BALLROOM
Wednesday May 11 4:00 P.M.- 7:00 P.M.	ANNUAL "BLUE GRASS" PARTY Elizabeth Arden will invite the beauty press to her annual "Blue Grass" cocktail party. By invitation. Contact: Helen Nash at Elizabeth Arden, PL. 3-3410 or Rasponi Associates, TE. 8-8171.	ELIZABETH ARDEN	ST. REGIS HOTEL ROOF
Wednesday May 11 8:30 P.M.	THIRTY-FIFTH ANNUAL BENEFIT FASHION SHOW Summer fashions by The Couture Group of the N.Y. Dress Institute. Director: Eleanor Lambert. Tickets: \$1.50-\$12.50. Contact: CI.5-7400.	GUSTAVE HARTMAN HOME FOR CHILDREN	MADISON SQ. GARDEN 8TH AVE. & 49TH ST.
Thursday May 12 9:00 A.M. Breakfast	PREVIEW OF FALL COLLECTIONS Georgia Kay of California will invite the buying offices to preview their Fall collection of active sportswear and separates. Showing at 9:30 A.M. By invitation only. Publ.: Gloria Gelfand at Georgia Kay, WI. 7-0286.	GEORGIA KAY OF CALIFORNIA	1407 CLUB 1407 BROADWAY
Thursday May 12- May 13 9:00 A.M.- 11:00 A.M.	PRESS PREVIEW OF CHILDREN'S FASHIONS Open house for the press to meet Corinne Glaser of St. Louis, who is showing a new line of children's fashions. By invitation. Trade showings from May 16. Contact: Kay Martin, Elizabeth Maher Assoc., EL. 5-4248.	WYNNDOT, INC. (ST. LOUIS, MO.)	424 MADISON AVENUE ROOM 1403
Thursday May 12 9:30 A.M. Breakfast	PRESS PREVIEW OF "COTTON COLONY" Preview for the press of Macy's cotton fashions for Summer. (<u>Note Change of Date</u>). By invitation. Publ.: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Thursday May 12 12:00 Noon Luncheon	SCHOLARSHIP AWARDS AT LUNCHEON MEETING Subject: "How To Think Creatively In Your Job". Speaker: Dikran Donchian, BBD&O. Ch-Chmn: Mary Brooks Picken and Louise Nickerson. Prices: \$4.50, members; \$5.00, non-members. Contact: Josephine M. Brush, MU. 7-8122.	NATIONAL HOME FASHIONS LEAGUE (141 E. 44 ST.)	HOTEL ROOSEVELT GRAND BALLROOM
Beginning Thursday May 12 2:30 P.M.	OPENING OF FALL BRIDAL COLLECTION Fall bridal collection, designed by Gaston Mallet, at 2:30 P.M. daily. (<u>Note Change of Date</u>). Contact: Florence Hamburger, BR. 9-2680.	MURRAY HAMBURGER & CO.	498 SEVENTH AVENUE SHOWROOM - 20TH FL.
Thursday May 12 3:00 P.M.	ANNUAL FASHION SHOW BY STUDENTS "Fashion Chromatics"--presented by students, featuring clothes by Ohrbach's. Invitations on request. Contact: Frieda Curtis, CH. 4-5288.	LABORATORY INST. OF MERCHANDISING	HOTEL McALPIN GRAND BALLROOM
May 14- May 21	NATIONAL LUGGAGE & LEATHER GOODS WEEK. Contact: Betty Fryman, 220 Fifth Ave., LE. 2-3960.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday May 16- June 30 8:30 A.M.- 10:30 A.M.	DISPLAY & SHOWINGS: MILLIKEN FALL WOOLENS Annual display to buyers of Milliken's Fall woollens with daily breakfast showings, 8:30 A.M. - 10:30 A.M., from May 16 to June 30. By invitation only. Publicity: Mrs. Keene Lamborn, LO. 3-5200.	MILLIKEN WOOLENS	1407 CLUB 1407 BROADWAY
Monday May 16 12:00 Noon Luncheon	EIGHTEENTH ANNUAL AWARDS LUNCHEON Lord & Taylor will present the Eighteenth Annual Awards Luncheon. Price: \$6.50. Public Relations: Rea Lubar, WI. 7-3300.	LORD & TAYLOR	WALDORF-ASTORIA GRAND BALLROOM
Monday May 16 5:00 P.M. Cocktails	UPHOLSTERY FABRICS & RUGS FROM FRANCE Press preview of French upholstery and rugs. By invitation. Trade showings from May 17 to May 20. Contact: Roland d'Albis, CO. 5-5676.	FRENCH EXPOSITIONS IN THE U. S. INC.	WALDORF-ASTORIA ASSEMBLY SUITE
Tuesday May 17 9:00 A.M. Breakfast	PREVIEW: SEPARATES & SPORTSWEAR FOR FALL Fall collection of separates and sportswear for "college, town and country", designed by Pembroke Squires and Frank Smith. <u>Showing at 9:30 A.M.</u> By invitation. Contact: Bernard Masket, BR. 9-7160.	MASKET BROS.	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday May 17 9:30 A.M. And 3:30 P.M.	PREVIEW: WOMEN'S FALL LINGERIE, SLEEPWEAR Munsingwear will present Fall lingerie and sleepwear for women at two showings: <u>press</u> breakfast at 9:30 A.M.; <u>resident buyers</u> at 3:30 P.M. By invitation. Contact: Rona Monell at Munsingwear, MU. 2-5580.	MUNSINGWEAR, INC.	261 MADISON AVENUE SHOWROOM
Tuesday May 17 12:00 Noon Luncheon	PRESS PARTY TO INTRODUCE NEW PRODUCT Mr. R.N.W. Harris, president of The Toni Company, will invite the press to preview a new product during luncheon. By invitation only. Contact: Marion Hammon, The Toni Company, Merchandise Mart, Chicago, Illinois.	THE TONI COMPANY	HOTEL PIERRE ROOF GARDEN
Tuesday May 17 3:30 P.M.- 5:30 P.M. Cocktails	PRESS SHOWING OF MARTEX TOWELS Wellington Sears will invite the press to preview their new line of Martex towels. By invitation only. Publicity: Judith Mortenson, at Ellington & Co., 535 Fifth Ave., MU. 7-4300.	WELLINGTON SEARS CO. INC.	CAFE NICHOLSON 323 E. 58TH STREET
Tuesday May 17 3:30 P.M.; 9:00 P.M.	ANNUAL FASHION COLLECTION Admission by ticket only. Prices: \$1.50, afternoon; \$2.00, evening. Contact: Dell Patrick, PL. 9-2214.	PARSONS SCHOOL OF DESIGN	410 EAST 54TH STREET
Tuesday May 17 4:00 P.M.- 6:00 P.M.	PREVIEW OF FALL SEPARATES COLLECTION Cocktail preview for press and resident buyers of Haymaker separates, blouses and skirts. By invitation. Publicity: Terry Mayer, BR. 9-6560.	HAYMAKER (498 SEVENTH AVENUE)	HAMPSHIRE HOUSE THE COTTAGE
Beginning Tuesday May 17	OPENING OF FALL COLLECTION Showing of Sportwhirl's Fall collection of separates and casual dresses, designed by Jeanne Campbell, at continuous daily showings. Contact: Chyna Lamonte, LO. 5-1445.	SPORTWHIRL, INC.	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday May 18 9:30 A.M. Breakfast	FALL COTTON PRESS PREVIEW "Seasoned by Skillman"--a group of "Twenty Degree Cottons" will be presented to the consumer press, by invitation. Contact: Marti Hopf, CH. 4-8109.	SKILLMILL, INC.	1407 BROADWAY SHOWROOM - 29TH FL.
Wednesday May 18 4:00 P.M.	PREVIEW OF FALL COATS & SUITS Presentation of Fall coat and suit collection, styled by John Derro. By invitation only. Contact: Mrs. Sylvia Bernstein, LA. 4-9616.	GOLDBERG-WEISSMAN, INC. (530 SEVENTH AVENUE)	SHERRY NETHERLAND CRYSTAL ROOM
Thursday May 19 9:00 A.M. Breakfast	PREVIEW: INFANTS' & CHILDREN'S FASHIONS The William Carter Company will invite the press to preview their infants' and children's fashions for Fall and Winter. <u>Showing at 9:30 A.M.</u> By invitation only. Publ: Lois Gifford, BBD&O, 383 Madison Ave., EL. 5-5800.	THE WILLIAM CARTER CO.	100 PARK AVENUE SHOWROOM - 23RD FL.
Thursday May 19 4:30 P.M. Cocktails	"LES TROIS HIRONDELLES" Preview of Fall ready-to-wear dresses, coats and suits, designed in Paris by Basta, Madeleine Casalino, Jean Pierre Gattegno, Lempereur, B. Waser. By invitation. Trade showings from May 20 at 10 W. 57th St., (Charlotte Donadieu) FL. 3-8302.	FRENCH EXPOSITIONS IN THE U. S. INC.	610 FIFTH AVENUE ROOM 414
Friday May 20 9:30 A.M. Breakfast	PRESS PREVIEW OF HAND-KNIT FASHIONS Macy's will preview hand-knit fashions, styled by Nomotta. By invitation only. Customer showings: Wed., May 25 at 2:00 P.M.; Thurs., May 26 at 2:00 P.M. and 7:00 P.M.--Needlework Shop, 6th Floor, Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Beginning Monday May 23 9:00 A.M.- 3:30 P.M.	PREVIEW OF FALL FASHIONS Fashions from Charm's August-September "Best Dressed Woman in the World" issues, featuring a promotion and display blueprint. Open to store buyers, merchandise managers, display directors, promotion executives, buying offices. <u>August</u> merchandise from May 23; <u>September</u> , from June 13. For appointments, contact Estelle Ellis, Promotion Director, PL. 9-2080.	CHARM MAGAZINE	1384 BROADWAY CHARM SHOWROOM-18 FL.
Beginning Monday May 23	OPENING OF EARLY FALL COTTON COLLECTION Showing of early Fall cotton collection by Lanz Originals. (Complete Fall collection opens June 6). Contact: Audrey Weymouth, OX. 5-3150.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FL.
Tuesday May 24 10:30 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION Seymour Fox will invite the press to preview his Fall coat and suit collection. By invitation. Trade showings, appointment only, at 10:00 A.M., June 7, 8, 9, 14, 15, 16, 21, 22, 23. Publ: Sally McKay, LO. 4-3246.	SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM - 22ND FL.
Tuesday May 24 12:15 P.M. Luncheon	PRESS PREVIEW: FALL CORDUROY COLLECTION "City Girl - Country Girl"--Cone Mills presents their Fall corduroy collection. By invitation only. Cone Mills Contact: Jane McCrory, WO. 6-3300. Publicity: Ruth Hammer Associates, 2 West 59th St., EL. 5-7872.	CONE MILLS, INC. (59 WORTH STREET)	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 24 3:00 P.M. Champagne	PREVIEW OF FALL SKIRTS & SEPARATES Preview of Leyton's Fall collection of skirts and coordinates, designed by Jean Mersel. By invitation only.	LEYTON SPORTSWEAR, INC.	1384 BROADWAY SHOWROOM - 16TH FL.
Tuesday May 24 3:00 P.M.	PREVIEW OF FALL DRESS COLLECTION Preview for press and resident buyers of Seymour Jacobson's daytime and evening fashions. By invitation. Trade, beginning Tues., June 7, at 12:00 Noon daily.	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Tuesday May 24 4:00 P.M. Cocktails	PREVIEW: FALL SUIT COLLECTIONS Preview of David Crystal suits and Lady Northcool suits. By invitation only. Publicity: Terry Mayer at David Crystal, BR. 9-6560.	DAVID CRYSTAL & LADY NORTHCool	HOTEL AMBASSADOR BALLROOM
Wednesday May 25 11:00 A.M. Aperitif	PRESS PREVIEW: FURS BY HUBERT DE GIVENCHY A preview of Hubert de Givenchy's Fall and Winter fur collection, designed for John F. Morris in New York. By invitation only. Publicity: Ruth Hammer Associates, 2 W. 59th St., EL. 5-7872.	JOHN F. MORRIS	HOTEL PLAZA STATE SUITE
Wednesday May 25 12:30 P.M. Luncheon	PARIS IMPORT FASHIONS BY TRICOSA Formal showing of suits, dresses, sweaters and separates by Tricosa of Paris, imported by Feder Fashions. Sponsored by M. Henri Beaujard, commercial counselor of France. By invitation only, for press and buyers. Publicity: Sue Gardner, 98 Riverside Drive, TR. 7-4952.	FEDER FASHIONS (16 EAST 52ND ST.)	HOTEL AMBASSADOR DIPLOMAT SUITE
Wednesday May 25 3:00 P.M. Champagne	PREVIEW OF FALL SPORTSWEAR Hand-tailored sportswear, skirts and coordinates, designed by Ruth Ramos. By invitation. Publicity: Ken Williams, 124 W. 55th St., JU. 6-8217.	TUDOR SQUARE SPORTSWEAR, INC.	533 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday May 25 4:00 P.M. Cocktails	PREVIEW OF COCKTAIL FASHIONS FROM ITALY Afternoon and evening fashions, designed by Italian couturieres Sorelle Steiner of Milan. By invitation only. Publ.: Donna Cannon, MU. 7-5447.	SORELLE STEINER OF MILAN	HOTEL PLAZA WHITE & GOLD SUITE
Thursday May 26 12:00 Noon Luncheon	PREVIEW OF FALL COLLECTION Preview of Nelly de Grab's Fall collection. By invitation only. Trade showing from Tues., May 31, at their showroom. Contact: BR. 9-2581. Publicity: Sidney Dee Bloeme, JU. 6-4490.	NELLY DE GRAB (533 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Thursday May 26 4:00 P.M. Cocktails	PREVIEW: FALL DRESS COLLECTION David Crystal will present their Fall dress collection. (Note Change of Place.) By invitation. Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday May 31 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Elfreda's Fall collection, designed by Andrew Woods, will be presented to the press. By invitation. <u>Trade showings from June 7 at 1:00 P.M. daily.</u> Contact: Marilyn Carroll or Joe Arnone, CH. 4-2659.	ELFREDA, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday June 1 8:45 A.M. Breakfast	BREAKFAST CLINIC & "AUGUST" ISSUE FASHIONS Presentation of Fall fashions from the August issue. Admission by ticket for promotional tie-in stores. Contact: Frances Hodges, FL. 9-8100.	SEVENTEEN MAGAZINE	HOTEL AMBASSADOR PARK AVE. AT 51ST ST.
Wednesday June 1 9:30 A.M.-- 12:00 Noon Breakfast	PREVIEW OF SCARVES FOR FALL Press preview of Fall and Winter Scarves by Vera, with introduction of officials from Haiti. By invitation only. <u>Daily trade showings from June 6.</u> Contact: OR. 9-3026. Publicity: Florence Brobeck, MU. 8-8197.	SCARVES BY VERA	417 FIFTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday June 1 11:00 A.M. And 3:00 P.M.	PREVIEWS OF JUNIOR FALL COLLECTIONS Fall collection of coats, suits and ensembles at 11:00 A.M.; dresses and costumes at 3:00 P.M. By invitation. <u>Trade showing from Tues., June 7 at 10:30 A.M. and 3:00 P.M.</u> Contact: Ray Horwitz, LO. 4-1860.	JACK HORWITZ ASSOCIATES	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday June 1 12:00 Noon Luncheon	ANNUAL INFANTS' LUNCHEON SHOW Kleinert's annual luncheon for infants' wear buyers and press. By invitation. Publicity: Virginia MacAuley at Kleinert's, MU. 2-8891.	KLEINERT'S (485 FIFTH AVENUE)	HOTEL SHERATON ASTOR GRAND BALLROOM
Wednesday June 1 3:45 P.M. Cocktails	PREVIEW OF FALL COLLECTION Heatherlane will preview their Fall collection, designed by Melba Hobson, in regular and junior sizes. <u>Showing at 4:00 P.M. (Note Change of Date).</u> By invitation only. Trade showings daily from June 2. Contact: WI. 7-5285. Publicity: Sidney Dee Bloeme, JU. 6-4490.	HEATHERLANE	1385 BROADWAY SHOWROOM - 2ND FLOOR
Wednesday June 1 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Preview for the press of the Pierre Balmain collection for Fall-Winter 1955. <u>Trade showings June 8, 9, 10, 13, 15, 17 at 10:30 A.M.</u> By invitation only. Contact: Dorothy Smith, CH. 4-2659.	PIERRE BALMAIN, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FL.
Beginning Wednesday June 1	OPENING OF FALL COLLECTION Afternoon, cocktail, evening fashions. By appointment. Contact: FL. 5-9135.	ROSSINO & ANGELA	19 WEST 57TH STREET SHOWROOM
Thursday June 2 9:00 A.M. Breakfast	BONNIE CASHIN DESIGNS AT BREAKFAST PREVIEW Preview of Bonnie Cashin's Fall leather collection for Philip Sills; and Fall coats and suits for Siggy. <u>Showing at 9:30 A.M.</u> By invitation only. Publicity: Donna Cannon, 505 Fifth Ave., MU. 7-5447.	PHILIP SILLS; SIGGY COATS	HOTEL PIERRE BALLROOM
Thursday June 2 10:30 A.M. And 11:30 A.M.	PRESS PREVIEWS OF FALL COLLECTIONS Fall dresses, suits and ensembles by <u>Leonard Arkin at 10:30 A.M.</u> --trade at 10:30 and 3:30, from June 6; <u>Andrew Arkin at 11:30 A.M.</u> --trade at 11:30 and 2:30, from June 6. Contact: Miss Freddy Rosenstock, WI. 7-5324.	LEONARD ARKIN & SON; ANDREW ARKIN, INC.	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Thursday June 2 11:00 A.M.	PREVIEW OF FALL COATS AND SUITS Preview of Frank Gallant Originals--coats and suits. By invitation. Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT ORIGINALS	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday June 2 2:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Preview showing for resident buyers and the press of the Fall collection of Abe Schrader dresses, suits and ensembles, designed by Belle Saunders. By invitation only. <u>Trade showings beginning Tues., June 7 at 11:30 A.M. and 3:30 P.M.</u> Publicity: Betty Yarmon at Abe Schrader, LO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Thursday June 2 4:00 P.M. Cocktails	PREVIEW OF FALL JUNIOR COLLECTION Preview for press and resident buyers of the Hayette Junior collection for Fall. By invitation. Publicity: Terry Mayer, BR. 9-6560.	HAYETTE JUNIORS	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday June 2 4:00 P.M.	PREVIEW OF FALL COLLECTION Preview for the press and resident buyers of Fall collection. By invitation. <u>Trade, Mon., June 6 at 12:00 Noon daily.</u> Contact: LO. 5-0525.	DONALD DRESS, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday June 2 4:00 P.M.- 6:00 P.M. Cocktails	HAIR FASHION SHOW-- PREMIERE FOR PRESS The American Hair Design Institute presents its new fashion wing, "Coiffures Americana," for department store beauty salons in 50 cities. Hair-styling fashion show and demonstration by Ruel, Style Director. By invitation only. Publicity: Barkann & Platt, 57 W. 57th St., PL.5-8252.	AMERICAN HAIR DESIGN INSTITUTE	WALDORF-ASTORIA JANSEN SUITE
Thursday June 2 4:00 P.M.- 7:00 P.M. Cocktails	LADY HATHAWAY SHIRTS BY DIGBY MORTON Designs by Digby Morton of Lady Hathaway shirts and Custom Craft skirts will be on display at a cocktail party for fashion coordinators and press. By invitation only. Publicity: Janet Laib at Hathaway, MU. 9-4157.	C. F. KATHAWAY CO.	HATHAWAY HOUSE 112 EAST 40TH STREET
Friday June 3 11:00 A.M.	PRESS PREVIEW OF FUR COLLECTION Preview for the press of Revillon's new fur collection. By invitation only. Contact: Mr. W. C. Paige, PL. 9-5504. Trade showings daily thereafter by appointment. Contact: LO. 5-5832.	REVILLON WHOLESALE, INC.	352 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Friday June 3 8:00 P.M. Dinner	TESTIMONIAL DINNER FOR ELIZABETH FAIRALL Special celebration to honor the 50 years of service of Elizabeth Fairall, vice-president of Julius Garfinckel & Co. in Washington, D.C. Chairman: Dorothy Shaver. Tickets: \$25.00 per person. Contact: Julia Raymond, 498 Seventh Ave., 23rd floor, CH. 4-1542.	LEADING RETAILERS & MANUFACTURERS	WALDORF-ASTORIA GRAND BALLROOM
Monday June 6 12:00 Noon Luncheon	PRESS PREVIEW: FALL LINGERIE AND HOSIERY Showing to the press of Luxite lingerie and hosiery for Fall and Winter 1955. By invitation only. Publicity: Rita Jane Lysen, Daniel J. Edelman & Assoc., 440 Merchandise Mart, Chicago 54, Ill., Superior 7-7717. Contact: George M. Hawes, Holeproof Hosiery Co., 330 Fifth Ave., OX.5-5880.	LUXITE LINGERIE & HOSIERY (330 FIFTH)	HOTEL AMBASSADOR DIPLOMAT SUITE
Beginning Monday June 6 2:30 P.M.	MISSES & PETITES FALL COLLECTION Showing of the Varden petite collection for Fall and introduction of their misses line, designed by Patrick. By reservation. Contact: Muriel Morris, PE. 6-5460.	VARDEN DRESS, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday June 6 4:30 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW: WOOL FABRICS FOR FALL The Wool Bureau will present a press showing of wool fabrics for Fall 1955, featuring wool colors, textures and weights of key importance for the coming season. By invitation, Contact: Betty Tanner, PL. 7-5092. On June 7, 8, 9, 10, from 8:30 A.M. to 6:00 P.M., show open to buyers, fashion coordinators and merchandise managers. Contact: Toni Robin, PL. 7-5092.	THE WOOL BUREAU, INC. (16 WEST 46TH STREET)	HOTEL NEW YORKER PARLORS "E" & "H"

OPENING OF FALL COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

Beginning Monday June 6	ADLER & ADLER, INC.	550 Seventh Avenue.	BR. 9-9600
	DAVIDOW	550 Seventh Avenue.	FE. 6-6909
	DAVID M. GOODSTEIN, INC.	498 Seventh Avenue.	LA. 4-2577
	KANE-WEILL	498 Seventh Avenue.	LO. 5-3041
	ZOLTAN-ROSENBERG CO.	550 Seventh Avenue.	LA. 4-6691
	SPORT-CRAFT, INC.	550 Seventh Avenue.	LA. 4-9724
	STAR-MAID DRESSES	498 Seventh Avenue.	FE. 6-0444

Beginning Monday June 6	OPENING: FALL COAT & SUIT COLLECTION Max Milstein's Fall collection at continuous showings. Contact: WI.7-4223.	MAX MILSTEIN, INC.	230 WEST 39TH STREET SHOWROOM - 9TH FLOOR
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Beginning Monday June 6	PRESS PREVIEW OF FALL COLLECTION Preview for resident buyers and press of the 80th Anniversary Fall collection of fashion jewelry and boutique gifts. Contact: MU. 5-7390.	THE NAPIER CO.	389 FIFTH AVENUE SHOWROOM - 8TH FLOOR
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Beginning Monday June 6	OPENING OF JUNIOR SEPARATES FOR FALL "Country Boutique"--Ilene Ricky will present a City Squire collection of Fall junior separates in highland colors and textures, designed by Stella Landre. Publicity: Mary Balabus at Ilene Ricky, LO. 4-5537.	ILENE RICKY, INC.	1407 BROADWAY SHOWROOM - 7TH FLOOR
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Beginning Monday June 6	OPENING OF FALL DRESS COLLECTIONS	FASHION ORIGINATORS' GUILD OF AMERICA, INC.	MANUFACTURERS' SHOWROOMS
	The following members of the FOGA will open their Fall collections:		
	LARRY ALDRICH CO., INC.	JACK HORWITZ ASSOCIATES	MARTIN SIMON, INC.
	BEN BARRACK, INC.	INTERNATIONAL DRESS CO.	HERBERT SONDHEIM
	HARVEY BERIN LTD.	NAT. KAPLAN, INC.	FRANK STARR, INC.
	WILLIAM FOX, INC.	DAVID LEVINE CO.	SUZANNE-AUGUSTINE
	ED GERRICK, INC.	PAUL PARNES CORP.	HANNAH TROY, INC.
	A. GOODMAN & CO.	BEN REIG, INC.	SAMUEL WINSTON, INC.
	GRABOIS	RUDOLF GOWNS	
	Contact: Leonard Gendler, FOGA Exec. Secy, 1440 Broadway, CH. 4-6945.		

Tuesday June 7 8:45 A.M. Breakfast	BREAKFAST CLINIC & "SEPTEMBER" ISSUE FASHIONS Presentation of Fall fashions from the September issue. Admission by ticket only, for promotional tie-in stores. Contact: PL. 9-8100.	SEVENTEEN MAGAZINE	HOTEL AMBASSADOR PARK AVE. & 51ST ST.
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Tuesday June 7 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION Preview for the press of Christian Dior-New York collection for Fall. Trade opening at 2:30; showing for trade at 2:30 on June 9, 14, 15, 17. By invitation only. Contact: PL. 7-2024.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SALON - 7TH FLOOR
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday June 7 11:45 A.M.	OPENING: FALL COAT AND SUIT COLLECTION Showing of Fall coat and suit collection at 11:45 A.M. daily. Contact: Gerry Matlick, BR. 9-5100. Publicity: Laurel Cutler at C. J. Herrick, 22 E. 67th St., TR. 9-6310.	ZELINKA-MATLICK	512 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday June 7 12:00 Noon Luncheon	PRESS PREVIEW: FALL DRESS COLLECTION Dan Keller's Fall collection of casual dresses and ensembles for press and buyers. By invitation only. Publicity: Margaret Hodge, BR. 9-2643.	DAN KELLER CO., INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday June 7 12:30 P.M.	SHOWING OF TRANSITIONAL COTTONS Saks 34th will present transitional cottons. Press invited. Open to public. Publicity: Frances Eisner, LA. 4-7000.	SAKS 34TH STREET	4TH FLOOR
Tuesday June 7 12:30 P.M. Luncheon	PREVIEW OF NEW BRA COLLECTION Luncheon preview of all-elastic bras. By invitation only. Contact: Lewin, Williams & Saylor, 40 E. 49th St., MU. 8-6200.	BREATHINBRA (389 FIFTH AVE.)	ST. REGIS HOTEL MAISONETTE ROOM
Tuesday June 7 2:30 P.M.	PREVIEW OF FALL DRESS COLLECTION Jerry Parnis will preview her Fall dress collection. By invitation only. Trade showing thereafter at 2:30 P.M. Publ.: Mildred Kaldor, MU. 9-5420.	JERRY PARNIS, INC.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday June 7 4:00 P.M. Cocktails	PRESS PREVIEW: FURS BY RALPH MARANO Russeks will present their Fall 1955 wholesale fur fashions by Ralph Marano. By invitation only. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	390 FIFTH AVENUE WHOLESALE - 9TH FLOOR
Tuesday June 7 4:00 P.M.	PREVIEW: FALL RAINWEAR & RAINWEAR ACCESSORIES Helen Van Vliet will preview her Fall collection of rainwear and acces- sories. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	HELEN VAN VLIET	525 SEVENTH AVENUE SHOWROOM
Tuesday June 7 4:00 P.M.	NINETEENTH ANNUAL COLLEGE CLINIC "Mademoiselle" preview of back-to-school fashions from the August college issue. By invitation only, for official tie-in stores. Contact: Ninki Hart, Promotion Dept., PL. 9-2080.	MADemoisELLE MAGAZINE (575 MADISON AVENUE)	HOTEL SHERATON ASTOR GRAND BALLROOM
Tuesday June 7 4:30 P.M. Cocktails	PREVIEW: FALL DRESS & SEPARATES COLLECTIONS Preview for buyers and press of "Young Viewpoint" dresses and "Kaye Greer" separates for Fall, designed for half-sizes. Cocktails, 4:30 P.M., Empire Room. Fashion show, 5:15 P.M., Sert Room. Commentator: Maggi McNellis. By invitation. Publicity: Saul Krieg Associates, PL. 3-1543.	GINSBURG & ABELSON	WALDORF-ASTORIA EMPIRE & SERT ROOMS
Tuesday June 7 5:00 P.M.	PREVIEW: FALL COUTURE, BOUTIQUE COLLECTIONS Jane Derby's Fall couture and boutique collections will be presented to the press. By invitation. Trade at 10:30 A.M.-June 8, 10, 14, 16. Contact: Estelle Marr, PL. 5-1830. Publicity: Eleanor Lambert, MU. 8-2130.	JANE DERBY	785 FIFTH AVENUE SHOWROOM - 5TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday June 7	OPENING OF FALL COLLECTION Daytime, cocktail and evening fashions, shown daily. Contact: PL. 8-2014.	MARY BLACK	18 EAST 50TH STREET SHOWROOM - 10TH FLOOR
Wednesday June 8 10:30 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION Arthur Jablow will present his Fall collection of couture coats and suits to press and buyers. By invitation only. Trade showings daily thereafter at 10:30 A.M. Publicity: Rose Hilton, 475 Fifth Ave., MU. 5-5133.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday June 8 12:00 Noon Champagne	FALL COLLECTION DESIGNED BY ESTEVEZ Preview of Grenelle's Fall cocktail and evening fashions, designed by Estevez. By invitation only. Daily showings thereafter at 12:00 Noon. Contact: LO. 4-5820.	GRENELLE	550 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Wednesday June 8 4:00 P.M. Cocktails	PREVIEW OF FALL SPORTSWEAR COLLECTION Preview of Greta Plattry's Fall collection of separates and sportswear. By invitation. Publicity: Margaret Hodge, BR. 9-2643.	PLATTRY COUNTRY WEAR	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Thursday June 9 8:45 A.M.- 2:00 P.M.	ANNUAL FALL FASHION CLINIC Fall Fashion Clinic and Exhibit for retail executives, resident buyers, textile firms and advertising agencies. By reservation only. Contact: Monroe E. Michels, MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVE.)	HOTEL SHERATON ASTOR GRAND BALLROOM
Thursday June 9 9:00 A.M. Breakfast	PREVIEW: LEATHER & SUEDE FASHIONS Samuel Robert will present his Fall fashions in leather and suedes. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	SAMUEL ROBERT (1407 BROADWAY)	HOTEL AMBASSADOR TRIANON ROOM
Thursday June 9 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION Tina Leser's Fall collection will be presented to the press. By invitation. Contact: Martin Nelson, EL. 5-5540.	TINA LESER	23 WEST 57TH STREET SHOWROOM - 3RD FLOOR
Beginning Thursday June 9 11:30 A.M.	OPENING OF FALL DRESS COLLECTION Countess Alexander will present her Fall collection of afternoon, cocktail and evening fashions at 11:30 A.M. daily. Contact: CH. 4-5693.	COUNTESS ALEXANDER	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Thursday June 9 12:30 P.M. Luncheon	PRESS PREVIEW: FALL- WINTER FUR COLLECTION Press showing of Leo Ritter's Fall and Winter fur collection. By invitation. <u>Daily trade showing beginning Mon., June 13 at their showroom - 10:30 A.M. and 2:30 P.M. By appointment. Publicity: Eleanor Lambert, 785 Fifth Ave., MU. 8-2130.</u>	RITTER BROTHERS (224 WEST 30 ST.)	HOTEL PLAZA BALLROOM
Thursday June 9 2:30 P.M.	OPENING OF FALL COLLECTION Pauline Trigere's Fall collection will be presented at 2:30 P.M. Also, June 10 at 10:30 and 2:30; June 14, 15, 16 at 2:30 P.M. By invitation only. Contact: Cecille Gordon, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday June 9 4:00 P.M.	OPENING OF FALL COLLECTION Showing of Maria Krum's daytime, afternoon and cocktail fashions. By invitation. Contact: Dick Collin, CI. 7-3060.	MARIA KRUM, INC.	41 WEST 56TH STREET SALON
Thursday June 9 4:00 P.M.	PREVIEW OF FALL DRESS COLLECTION Richard Cole's preview of the Fall dress collection, designed by Alan Phillips. By invitation. <u>Daily trade showings at 1:00 P.M.</u> Publicity: Ken R. Williams, JU. 6-8217.	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Friday June 10 11:00 A.M.	PREVIEW OF FALL COLLECTION Presentation of B. H. Wragge's collection for Fall. Trade showings June 13, 14, 15, 20, 22 at 10:30 A.M. By invitation only. Publicity: Marian C. Mitchell at B. H. Wragge, WI. 7-4968.	B. H. WRAGGE	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Monday June 13- June 17	CORSET & BRASSIERE FALL MARKET WEEK Contact: Mary Osborne, Corset and Brassiere Ass'n, 200 Madison, LE. 2-9440.	CORSET & BRASSIERE INDUSTRY	SHOWROOMS AND HOTELS
Monday June 13 2:30 P.M.	PREVIEW: FALL-WINTER FUR COLLECTION "Féminité Collection"--Fredrica Furs (Arthur Schwartz, designer) Fall and Winter custom fur collection. By invitation. <u>Daily trade showings from Tuesday, June 14 at 10:00 A.M.</u> By appointment. Contact: CH. 4-8686.	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM - 16TH FL.
Monday June 13 4:00 P.M. Cocktails	PRESS PREVIEW: FALL FUR COLLECTION Preview of Christian Dior's Fall fur collection. By invitation. Contact: LO. 4-4980.	CHRISTIAN DIOR FOURRURES, INC.	224 WEST 30TH STREET SHOWROOM
Monday June 13 5:00 P.M.- 7:00 P.M. Cocktails	PREVIEW: FALL BRAS & READY-TO-WEAR FASHIONS Fall fashions by leading designers with new Fall bras by Maiden Form. For press and buyers by invitation only. Fashion Coordinator: Kay Daly of William H. Weintraub. Publ.: Inez Foster at Maiden Form, OR. 9-0111.	MAIDEN FORM BRASSIERE CO. (200 MADISON AVE.)	WALDORF-ASTORIA GRAND BALLROOM
Tuesday June 14 8:45 A.M. And 12:00 Noon	ANNUAL SHOWING OF FOUNDATION FASHIONS Warner's will present foundation fashions at two showings--8:45 A.M. breakfast, showing at 9:30 A.M.; 12:00 Noon luncheon, showing at 1:00 P.M. Admission by ticket only. Publ.: Marion Sherwood, 200 Madison, MU. 3-1194.	THE WARNER BROS. CO. (BRIDGEPORT, CONN.)	HOTEL SHERATON ASTOR BALLROOM
Tuesday June 14 2:30 P.M.	OPENING OF FALL DRESS COLLECTION Maurice Rentner will present his Fall dress collection on Tues., June 14 at 2:30; Wed., June 15 at 10:30 and 2:30; Thurs., June 16 at 2:30. Press and trade by reservation. Contact: Herman Seigenfeld, LA. 4-6968.	MAURICE RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Sunday June 19	FATHER'S DAY. Theme: "Good Citizenship Begins at Home." Contact: Nat'l Father's Day Council, 50 East 42nd St., MU. 7-6952.		